

AEIOU Research Plan

Answer the questions below to better understand what you need to accomplish in your research.

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| A | What activities do you need to understand or observe? | <ol style="list-style-type: none">1. Need to understand money transfers/exchanges between individuals — how they accomplish them, what they like and dislike about their current solutions.2. Need to understand why an individual has this problem in the first place - the need to exchange money. What are they doing? When do they know they'll need to exchange money?3. Need to understand individuals' relationships to their money, and to the people they exchange money with. |
| E | What environments will be important to visit your participants in? | Person-to-person money exchanges occur in informal situations/environments, often spontaneously. Thus, observing real-world use cases in their native environments is difficult. We already know that this product will be a mobile app. Interacting with a digital wallet is actually a fairly private activity. The only feasible observation environment would be the competitor apps themselves. Ideally interview participants might allow observation of a real transaction, but at the least I can ask them to walk me through a recent transaction and their thoughts and feelings at the time of the transaction, and the circumstances that warranted using the competitor's product. |
| I | What interactions between people, or object and person, do you need to understand or observe? | <ol style="list-style-type: none">1. Individual and digital wallet — onboarding, payment request/send processes, cash retrieval process, etc.2. Individual and individual — How do they interact? Do they discuss, send payment request... what about verifying they have the right person before sending money?3. Individual and their money — How and when do they actually access it? |
| O | What objects need exploring? | <ol style="list-style-type: none">1. Phones — Touch id, face recognition, etc.2. Bank apps — What activities do users engage in? What tools are already there for transferring money (Zelle...)?3. Competing digital wallets — What makes them successful? What are the differences between all the popular ones? |
| U | What types of users will you need to speak with and observe? | <ol style="list-style-type: none">1. Users that fit the target demographic: 25-38, mid-range income, mobile-savvy, social.2. Users with a varying levels of experience using digital wallets.3. Users with a need to exchange money, sender and receiver perspectives. |